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# REISSUE APPLICATION DECLARATION BY THE INVENTOR

Docket Number (Optional)  
11032-2144

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are stated below next to my name.

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is described and claimed in patent number 5,948,061, granted September 7, 1999, and for which a reissue patent is sought on the invention entitled METHOD OF DELIVERY, TARGETING, AND MEASURING ADVERTISING OVER NETWORKS.

the specification of which

☐ is attached hereto.

☒ was filed on May 24, 2000 as reissue application number 09 / 577,798 and was amended on April 4, 2001 and July 24, 2001.  
(If applicable)

I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56.

I verily believe the original patent to be wholly or partly inoperative or invalid, for the reasons described below. (Check all boxes that apply.)

☐ by reason of a defective specification or drawing.

☒ by reason of the patentee claiming more or less than he had the right to claim in the patent.

☐ by reason of other errors.

At least one error upon which reissue is based is described as follows:

We, the inventors, believe that pursuant to 37 C.F.R. 1.175, the original patent, No. 5,948,061, is partly inoperative by reason of, in claim 1 of the original patent, failure to specify an advertisement selection technique based upon the information stored about said user node at said advertisement server node.

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All errors corrected in this reissue application arose without any deceptive intention on the part of the applicant. As a named inventor, I hereby appoint the following attorney(s) and/or agent(s) to prosecute this application and transact all business in the Patent and Trademark Office connected therewith.

Name(s)

Registration Number

Correspondence Address: Direct all communications about the application to:

☐ Customer Number

OR

Type Customer Number here

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 Bar Code Label here

☐ Firm or  
 Individual Name

Address

Address

City

State

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Country

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I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine and imprisonment, or both, under 18 U.S.C. 1001, and that such willful false statements may jeopardize the validity of the application, any patent issuing thereon, or any patent to which this declaration is directed.

Full name of sole or first inventor (given name, family name)

**Dwight Allen Merriman**

Inventor's signature

Residence

737 Washington Street, New York, NY 10014

Date

4-10-02

Mailing Address

737 Washington Street, New York, NY 10014

Citizenship  
 U.S.A.

Full name of second joint inventor (given name, family name)

**Kevin Joseph O'Connor**

Inventor's signature

Date

Residence

1050 Cold Springs Road, Monticeto, CA 93108

Citizenship  
 U.S.A.

Mailing Address

1050 Cold Springs Road, Monticeto, CA 93108

Full name of third joint inventor (given name, family name)

Inventor's signature

Date

Residence

Citizenship

Mailing Address

☐ Additional joint inventors are named on separately numbered sheets attached hereto.